

Department of Public Utilities Administration

Teaching Target

The specialty aims at cultivating comprehensive and high-quality senior administrative talents with all-round development of moral, intellectual and physical qualities, basic knowledge of cultural and leisure management and international view ,theory and experience, who are competent for positions in high education, research institutions, cultural administration and institutions, various non-governmental organization and cultural enterprises.

Teaching Staff

The Department of cultural industry is set in the Department of public undertaking administration, including 9 full-time teachers,30 domestic or foreign part-time researchers. And the teachers of other departments in our university also provide a solid academic support for the specialty. At present, there are 4 professors,3 associate professors and 2 lecturers in the Department of cultural industry, and 8 among them have a doctor degree issued by famous universities, including 3 doctors of Peking University,2 returnee doctors and 2 post-doctors, covering specialties of Historical Geography, Public administration, Leisure economy management, Literature and art, Media economics, Regional economics and finance. It has characteristics of multivariate and intersecting.

Degree Setting

Bachelor's degree of public undertaking administration(direction of cultural undertaking management)and master's degree of cultural industries management.

Discipline Status

According to “2012 Chinese Cultural and Creative Industries Billboard” released in December 2012,cultural industrial management program in UIBE is within the top 5 of China in a ranking, the most eye-catching specialties in Chinese cultural and creative industries in 2012. And UIBE has been a well-known educational base of cultural management teaching and scientific research.

Student Employment

The employment rate of the specialty in UIBE is 100%. The most popular choices of students are: cultural administration organizations, cultural enterprises, cultural institutions and colleges, banks and securities companies, foreign enterprises, and continuing studying as graduated students, other kind of institutions.